CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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Booze Cut to Boost Boxoffice?

Less Guzzling--More Business, Temperance Records Reveal

The governmental restriction on alcoholic beverages, announced by Prime Minister Mackenzie King, has an indirect although extremely important bearing on the motion picture industry. Movies, being the major entertainment field in the Dominion, will be relied upon more than ever to provide the recreation and diversion so necessary to strong public morale in wartime.

Though the manner of restriction to be applied to the distribution of alcoholic beverages has not yet been announced, there is no doubt that strong measures will be used if self-discipline doesn't work. Provincial governments have already announced that they will cut beverage room hours. Curtailment of manufacture and supervision of the amount purchased will reduce the time and money spent imbibing and this will have an effect on theatre patronage.

As evidence of the direct effect of Prohibition and temperance

(Continued on Page 2.)

Hollywood Sends 4,000 to War

Some idea of how Hollywood manpower has been affected by the war is provided by the figures issued by the Motion Picture Producers Association. More than 4,000 of the industry's 18,000 male workers are in the armed services. Some 22 per cent of the entire manpower is now serving Uncle

(Continued on Page 4.)

British Films Win USA Honors

Four films of wartime Britain were awarded top honors by the National Board of Review of Motion Pictures of the United States in its annual selection of the best 10. A fifth film of Britain at war was also included in the Board's choices. Two of the pictures were made in Britain, three in Holly-

(Continued on Page 4.)

Levy Boys Visit

Sharing film Yuletide affairs around town were two celluloid salesmen who have wandered far afield from their native Hamilton. They're M. A. (Moe) and Harry Levy, who are film hawkers for 20th-Fox in Omaha, Harry being district manager. The boys had quite a time renewing old friendships.

Harold Lloyd May Be Columbia Producer

It is reported that Columbia is negotiating a deal with Harold Lloyd, famed comedy star of the silent days who has returned to the screen several times in the recent past, to join its ranks as producer. The acquisition of Lloyd's services should be valuable to the studio, since he is an expert in the type of comedy which currently commands the public taste.

They're Looking for A Swap Shop

Looking over the prizes for the Famous Players raffle, Murray Berg of head office, whose conk is almost as smooth as the proverbial skating rink, cracked, "Wouldn't it be funny if I won the hair brush?"

Came the draw—and Murray won the hair brush. But not alone. Len Bishop of the Tivoli, Toronto, split the prize with him.

Len, we'll have you know, suffers from sparse vegetation on his summit. Both boys can comb their hair by blowing upwards. Any offers?

Maurice Weldon Coming Along

Signaller Maurice Weldon, RCNVR, who was burned during the recent fire in St. John's, is still in the hospital but improving. It is reported that Maurice, who used to manage the Revue, Toronto, was burned on the arms and back.

Maurice Weldon

He was on special shore leave to complete his examinations through which he hoped to become a leading signaller. Maurice joined up in 1940. His people live on Sorauren Ave., Toronto.

To Query NFB In House--Mitch

Provincial Treasurer Mitchell F. Hepburn, in announcing that he would drop his suspension of showings in Ontario of the National Film Board's "Inside Fighting Canada," revealed that the NFB would be the target of inquiry at the next session of the Federal parliament. He revealed

(Continued on Page 3)

Fire Talks in New York Houses

As a safeguard against panic in New York legitimate houses every fireman on theatre duty will step before the curtain five minutes before it goes up and deliver a talk on what to do in case of fire, calling attention to the emergency exits.

New York law requires that a city fireman be attached to each theatre permanently.

MPTA of Ontario Creates Zonal Groups

In keeping with its policy of creating regional groups within its general structure, the Motion Picture Theatres Association of Ontario has founded the first such unit, known as the South-Western Ontario Division. Each group will elect a delegate to act as its representative on the executive board and attend meetings of the association in Toronto.

The first meeting of the South-Western Ontario Division of the MPTOA was held at the King Edward Hotel, Toronto, at which were present F. O. Graham, Reo Theatre, Essex, and Haro Theatre, Harrow; Harland Rankin, Plaza Theatre, Tilbury; G. Hogarth, Roxy Theatre, Kingsville; Simon Meretsky, Capitol Theatre, Windsor; Barney Mechanic, Temple

(Continued on Page 3.)

Fox vs. Monogram for 'Grand Street Boys'

Twentieth Century-Fox and Monogram are disputing the right to the title, "The Grand Street Boys," which each wishes to use on a scheduled film. Fox producers claim to have paid the Grand Street Boys organization of New York and the New York Benevolent Society for Underprivileged Youths $7,500 for the use of the title. Monogram counters with the claim that "The Grand Street Boys" is old on its schedule.

TWO ESQUIRE RELEASES Picked by National Review Board in YEAR'S TEN BEST

"ONE OF OUR AIRCRAFT IS MISSING," Esquire release, has been picked by the National Board of Review and many others as the No. 2 picture of 1942, according to the newspapers. No. 1 in the Documentary field is "MOSCOW STRIKES BACK," also an Esquire release. (advt.)

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A Good Citizen

Though the motion picture theatre has now become inseparable from the war effort of every community, the true relationship of the theatre to the people of each island of human habitation is best expressed in their regard for those who personalize the industry for them—the theatre manager.

The theatre manager has taken his place with the permanent and important people of the community, such as the leading public servants. The legislator, the minister and the theatre manager are the leaders in all public endeavor. Many theatre managers are now deeply rooted in the places which they serve and these have won us the affections of the citizens.

This is the 25th year of service for Pat Drohan, manager of the Capitol, Chatham, Ontario, and the wave of congratulations is the surest sign of the popularity of himself and the industry he represents.

Of Pat the Chatham Daily News wrote:

Entertainment, relaxation, amusement and recuperation are necessary features in an enjoyable and successful life. The man who caters successfully to this side of human nature is performing a service to humanity which is beyond measuring. He is a public benefactor who may not always receive proper recognition in keeping with the important role he performs in a community; but the merchants of Chatham and citizens generally join today in extending congratulations to a man who has been performing this duty in Chatham for over 24 years.

That man is A. P. (Pat) Drohan, Manager of the Capitol Theatre.

Send It In!

Generous donations are pouring in every day to the local chairmen and to the general chairman of the Motion Picture Committee of the Canadian Aid to Russia Fund. Offers to book the eight-minute Russian reel, "Children at War," which Esquire is distributing, are many. The rentals of this short go directly to the Aid to Russia Fund, as do your donations. Artkino, New York, donated the short and Associated Screen News is making the prints gratis.

The main question, however, is: "Have you done your share yet?"

Don't lag behind the others, thinking that they will be so generous that your contribution isn't important. Every last dollar is important. The Russian people require food and clothing so that it will not be devitalized physically and mentally. It must retain its energy to keep alive the will to win. It needs its strength to continue civilian support of Russia's brave soldiers, who are guarding your door tonight.

Without Russia's destructive and demoralizing effect on the Nazi war machine, that machine might today be ravaging our own countryside.

Show your awareness of Russia's help to us by helping them. Send your cheque, made out to the "Aid to Russia Fund," to your local chairman or to the general chairman, Herb Allen, at 21 Dundas Square, Toronto.

Remember, the industry is paying the costs of its own campaign and the total amount of your subscription goes to the fund.

Booze Cut Will Boost Boxoffice

(Continued from Page 1.)

laws on the boxoffice, the American Business Men's Research Foundation, a Prohibition organization supported by leading business men and recipient of a Carnegie Foundation grant, reveals that during Prohibition in the United States the average attendance of movie theatres rose to 100,000,000 weekly admissions. In 10 years time, covering the repeal period, admissions dropped 45 per cent to 55,000,000. Wartime prosperity has caused admissions to increase in number again.

Figures such as the above are not available for Canada but there is no doubt that the cause and effect have a native application also.

So important did the Prime Minister consider the problem that he took a special broadcast to inform the people of the reasons for the restrictions. He made special reference to the loss of man-hours to the war effort and to the dangers of intemperance by soldiers. The sale of spirits in Canada, he revealed, has increased 37½ per cent since the outbreak of war.

The American Business Men's Research Foundation has carried on a continued attack against drinking scenes in the movies. It has distributed literature on the subject far and wide, sought press support and invited all reached to write to Will Hays condemning inclusion of drinking scenes. Between Nov., 1941, and April 1, 1942, it conducted a survey, on the subject.

The survey, the Foundation claims, showed that in 84 out of 114 pictures some 250 drinking scenes were shown, with but 16 offering disapproval of the habit. In the others the results of imbibing were shown to be pleasant—or the characters were not affected at all. Other pictures made favorable references. One of the main points of attack is that movie drinking has a tremendous effect on the future habits of the young.

In pointing out that the drinking habit affects the boxoffice, Charles R. Jones, executive vice-president of the Foundation, said, "This ability to get your competitor to advertise your product and not even pay for it is the very peak of advertising smartness."

The present situation brings back the opposition of the late Carl Laemmle, then president of Universal, to the return of the saloon in the United States. In 1932 Laemmle, in connection with the 27th anniversary of Universal, came out flat against complete repeal three months before Prohibition was removed. Pointing out that he was speaking from a straight business standpoint, he condemned the inclusion of drinking scenes as clever liquor propaganda, asked that they be deleted and instead trailers be made to combat the return of the saloon.

If the United States should emulate Canada in its treatment of the liquor industry, as it has in many things pertaining to the war, the task of the theatre in wartime will have an even greater importance.

Dames Make News

This is the staff of the Cartier Theatre, Montreal—an added attraction to the patrons. Miss L. Levasseur is captain of the girls. George R. Watkin is the manager and C. E. Grenier the assistant manager. The girls have replaced the boys who joined up.

To Query NFB In House--Mitch

(Continued from Page 1.)

that he had been advised by two members of parliament that they intended to ask about "The total expenditures of the National Film Board since the beginning of the war and the total revenues derived from that organization" and "for a complete tabling of all communications and documents bearing upon the American government's request for the production of the picture, 'Inside Fighting Canada.'"

This latter request grew out of the reply of John Grierson, Dominion film commissioner, to Mr. Hepburn's charge that public funds were being used to produce a picture of purely political character, one that would tend to favor the government in office, contrary to the agreed policy of impartiality in the screen treatment of all parties. Mr. Grierson, in denying that "Inside Fighting Canada" varied from the policy, had stated that the picture originated from a request by the USA government for a film revealing Canada's part in the war.

Mr. Hepburn made known that he had lifted the suspension on the short through O. J. Silverthorne, chairman of the Ontario Motion Picture Bureau. The ex-premier said "that the picture was at no time banned and only as a common practice delayed pending further study following receipt of the commentator's copy."

He quoted parts of the commentary which he claimed were inaccurate and stated that he had received no reply from John Grierson to his request for a copy of the French commentary.

Mr. Hepburn's action caused considerable controversy throughout the Dominion.

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With Barrel rear shutter
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Off the Square—but On the Level

Who feels like working during the holiday period? Not me, brother, not me. What with a shorter week and extra rations, the inclination is to lay the torpid torso down or go looking for another party. You know what I mean. Did you ever work when the rest of the world is playing? You begin looking wistfully out of windows, watching the gay world go by.

This week, in keeping with the spirit of revolt of those who go on doing the work of the world while the rest of you laze joyously about, I will indulge in some literary larceny.

There's this about it: I'm offering you a better brand of goods than you'd have gotten from me.

* * *

The Moth and the Flame

Kenneth Roberts, in the introduction to his "Northwest Passage," wrote some words to warm the heart of every aspirant to his own peculiar form of expression. Such is the nature of the world we live in, that unusual ambitions cause even your best friends to watch you out of the corners of their eyes. If you make good, they knew it all the time. If you don't, well, you always were a kind of a queer one.

Wrote Roberts:

"The Northwest Passage, in the imagination of all free people, is a short cut to fame, fortune and romance—a hidden route to Golconda and the mystic East. On every side of us are men who hunt perpetually for their personal Northwest Passage, too often sacrificing health, strength and life itself to the search; and who shall say they are not happier in their vain but hopeful quest than wiser, duller folk who sit at home, venturing nothing and, with our laughs, deriding the seekers of that fabled thoroughfare—that panacea for all the afflictions of a humdrum world."

* * *

We Shall Not Die

There is a passage I turn to whenever the news of massacres of people whose only desire is to be free makes the heart sore. Each day the tyrant administers death to hundreds of the citizens of great and ancient nations. Each day men and women of every race and allegiance within the United Nations give up their lives in trying to defeat the tyrant.

What Sholom Aleichem, the Mark Twain of Jewish literature, wrote about his own race is equally true of the Greeks, who are suffering horribly and dying by the thousands, and of all who have the courage to defy the tyrant even while he occupies their homes. It is true of freedom and justice.

Wrote Sholom Aleichem:

"Let winds blow. Let storms rage. Let the world turn upside down. The old oak, which has been standing since the creation of the world, and whose roots reach to God-knows-where—what does he care for winds? What are storms to him?"

* * *

He Knew It All the Time

Long before 1939, anyone who was wondering what was going on in the world could have found Shakespeare asking the same question via "Hamlet":

Good now, sit down, and tell me, he that knows,
Why this same strict and most observant watch
So nightly toils the subject of the land,
And why such daily cast of brazen cannon,
And foreign mart for implements of war;
Why such impress of shipwrights, whose sore task
Does not divide the Sunday from the week;
What might be toward, that this sweaty haste
Doth make the night joint-labourer with the day:
Who is't that can inform me?

MPTAO Creates Zonal Groups

(Continued from Page 1.)

Theatre, Windsor; H. Cem Merritt, Palace Theatre, Windsor; Max Allen, Premier Theatres; Menzo Craig, Majestic Theatre, Dresden, and Palace Theatre, Ridgetown, and E. Meretsky, Park Theatre, Windsor.

Gary Hogarth was named delegate of the South-Western Ontario Division. Syd Taube, executive secretary, and Joe Garbarino represented the main body at the group meeting, outlining the policies.

Ottawa will be the scene of the meeting on January 8 of the members of the Ottawa Valley Division and arrangements are being made for a meeting of Northern exhibitors.

Five new memberships from Windsor arrived last week, Syd Taube announces. Proxies for voting purposes were sent in by Floyd Rumford, Kineto Theatre. Forest, who is the mayor of that town, and Frank Knight, Temple Theatre, Blenheim.

Cooper May Play Ed Rickenbacker

Howard Hawks, it is reported from Hollywood, is after the rights to the story of Ed Rickenbacker's life. If everything works out Gary Cooper will play the great American flyer and 20th-Century Fox will produce.

Announcement Trailers
Call
FILMART
EL. 6564
45 Richmond East
Toronto, Canada

Digest of Reviews

ARABIAN NIGHTS (Universal)

Though this Technicolor binge retains the magic title and characters of the old fable, it is largely a gorgeous kibitz on it, presenting in place of the familiar twists a steady course of action and excitement much more suited to the tempo of present-day tastes.

It is large, lavish and luscious, giving a lift to the libido of those who react to harem wenches, as what male adult doesn't? For the girls it has swashbuckling adventure and breath-taking backgrounds photographed in heavenly color. For the kids it has everything. All in all, it's a harkback to the old surefire brand of boxoffice, well done and aided immensely by the improvements of the times.

The story is a simple one of the battle between two brothers, Jon Hall and Leif Erikson, as to who shall inherit the kingdom —or caliphate, if you want to be technical. Maria Montez, a dancing girl, is the love interest and Sabu is all through the picture as the pal of Hall.

A crackerjack cast helps make it what it is. Billy Gilbert and Shemp Howard provide much laughter and Edgar Barrier, Richard Lane, Turhan Bey, John Qualen, Thomas Gomez and Wee Willie Davies stand out in supporting roles of a minor nature.

BEHIND THE EIGHT BALL (Universal)

A sprightly musical full of youthful romping and the frantic antics of the Ritz Brothers, with some mystery added to string it together.

It's certainly well staffed, offering also Carol Bruce, Johnny Downs, Dick Foran, Grace McDonald, William Demarest, Richard Davies and Sonny Dunham and his orchestra. The Ritzes have some topically-worded tunes and the rest of the music is designed to intrigue the ears of jazz lovers of every type. One song, "Mr. Five by Five," is a leading hit right now.

Story concerns the attempt of a strawhat troupe to keep the show going in spite of the successive murders of two specialty acts. The Ritzes are the third and their fears make the laughs.

Universal can probably go right on making these minor musicals forever without any negation of public taste. Offered for what they are and made unpretentiously with the emphasis on music and entertainment, they are always welcome.

THE MUMMY'S TOMB (Universal)

Another thrilling, chilling horror story, well cast, excitingly developed and expertly photographed. Lon Chaney is the mummy brought to life with a magic brew who sets out to even some old scores. Dick Foran, John Hubbard, Elyse Knox, George Zucco and some others keep it rolling.

A NIGHT TO REMEMBER (Columbia)

This will certainly supply the fans with an evening to remember. It is a fast hour-and-a-half of fun and murder mystery. It offers the lovely Loretta Young and the capable Brian Aherne, both very attractive to fans, and a fast-moving whacky story.

Aherne is a writer of murder mysteries who lives in a basement apartment that was a speakeasy during prohibition. Murders happen all the time there and all around them.

This is a swell comedy that can hardly miss anywhere.

UNDERGROUND AGENT (Columbia)

Good solid filler about a telephone trouble-shooter who gets involved in the activities of a spy mob. Bruce Bennett is the guy and Leslie Brooks is the gal. Frankie Albertson and Rhys Williams are on hand to help it carry on a good pace and an interesting story.

IN THE REAR OF THE ENEMY (Esquire)

A thrilling picture out of the snow and blood of the Russian front. It tells the story of three comrades, ski troopers who let nothing interfere with the success of their assignment. It is not a documentary but it contains much fine information and scenes of the real battle, since it was shot under fire on the Soviet front. Best of all, it is the first Russian film with English dialogue. The picture ranks high among the leading films to come out of Russia. The current taste for Russian war films is amply met here.

Hollywood Sends 4,000 to War

(Continued from Page 1.)

Sam and the United Nations.

From a survey of studio payrolls and guild membership lists, it was shown that 2,586 regular employees and about 1,500 who render periodical service have been inducted. Technicians, in particular, are absent in large number because they are in special demand.

Among the guilds, the withdrawals reported are 900 actors; 104 directors, assistant directors and unit managers, and 158 writers. No figures on technicians were available, but studios reported that forty executives and producers had been called for service. War industries, as well as the armed forces, have drawn off some Hollywood labor, but the loss has been small, according to the MPPA because of the film industry's comparatively high wage scales in laboring and technical jobs.

To date, the MPPA concluded, the draining of manpower has had no serious results, although the squeeze is beginning to be felt. There has always been an oversupply of labor Hollywood, particularly among extras.

Movements are under way to train women and exempt men as replacements, but industry leaders have declined to comment for publication on the actual needs of their companies, pending a ruling by the War Manpower Commission.

Centre, London, Helps Homeless

The Centre Theatre, London, Ont., which is managed by Len Herbert, provided a free show for 150 homeless men in that city on Christmas Day. The men were first entertained by London citizens, who gave them a free dinner. Then the Centre topped things off.

PRC Drops Pathe Tag, Newly Added

PRC, which has been advertising itself as PRC-Pathe during the last while, has dropped the dual billing and becomes PRC again.

Some kind of legal snag arose out of its use and until unsnagged the old rooster's name is off the right end.

British Films Win USA Honors

(Continued from Page 1.)

wood. At the same time Canada's National Film Board got honorary mention in the documentary field for its "World in Action" series.

Top place went to Noel Coward's incomparable "In Which We Serve," the history of a British destroyer, which has just opened what promises to be a long and prosperous run on Broadway.

Next comes what most critics agree is the finest air picture of the war, the British-made "One of Our Aircraft Is Missing," which tells with restraint and tense drama of the escape of an RAF bomber crew forced down in Holland.

Two American-made films of Britain follow: "Mrs. Miniver," a picture of the home front under bombing; and "Journey for Margaret," based on War Correspondent Wm. L. White's memorable account of how he adopted an English child—he adopts two in the picture—whom he found suffering severely from bomb shock.

Fifth to ninth places, inclusive, were awarded: "Wake Island," "The Male Animal," "The Major and the Minor," "Sullivan's Travels" and "The Moon and Sixpence."

In 10th place was "The Pied Piper," in which an elderly retired British general brings several children through the horrors of bombs and machine-gun bullets along the roads of France to Britain.

Canada's series of two-reel war films entitled "The World in Action" was awarded honorable mention in the class for best documentary films. "Moscow Strikes Back" was named best in this category.

Warners Reissue 'Varsity Show'

Warners have reissued the popular musical of some years ago, "Varsity Show," and it is doing much to up the grosses in first-run houses, in which it is usually paired with a current film.

Rutherford Marries

Ann Rutherford, MGM's Toronto-born starlet, was married in Los Angeles last week to David May, of the May Co. department stores.

HIT AFTER HIT . . .

from The PARAMOUNT Company

. . . IN UNBROKEN SUCCESSION

FROM JANUARY 1, 1942 . . .

"BAHAMA PASS

"THE LADY HAS PLANS"

"THIS GUN FOR HIRE"

"TAKE A LETTER, DAR

"BEYOND THE BLUE HO

"THE FOREST RANGER

"THE MAJOR AND THE

"ROAD TO MOROCCO"

"LOUISIANA PURCHASE"

AGE" • "THE FLEET'S IN"

• "MY FAVORITE BLONDE"

"REAP THE WILD WIND"

LING" • "HOLIDAY INN"

RIZON" • "WAKE ISLAND"

S" • "THE GLASS KEY"

MINOR"

. . . TO JANUARY 1, 1943!

...FROM JANUARY 1, 1943...

"The Palm Beach Story"

starring CLAUDETTE COLBERT • JOEL McCREA

with MARY ASTOR • RUDY VALLEE

PRESTON STURGES' biggest cast—and his funniest picture! Sturges wrote it in his slyest "Lady Eve" manner—directed it with a "McGinty" wallop! Everybody'll be going to "Palm Beach" for the holidays, this year!

"Lucky Jordan"

starring ALAN LADD

—hottest male name in pictures—starred in a socko yarn written FOR him and directed at machine-gun tempo by Frank Tuttle—who directed "THIS GUN FOR HIRE." Ladd's No. 2 male today on the fan mags' "favorite stars" lists—and going up! Certified B. O.!

"Star Spangled Rhythm"

The Paramount musical comedy of all time—with the biggest all-star cast in the history of pictures; more stars than in Old Glory! For instance—BING CROSBY, BOB HOPE, FRED MacMURRAY, FRANCHOT TONE, RAY MILLAND, VICTOR MOORE, DOROTHY LAMOUR, PAULETTE GODDARD, VERA ZORINA, MARY MARTIN, DICK POWELL, BETTY HUTTON, EDDIE BRACKEN, VERONICA LAKE, ALAN LADD, ROCHESTER—those are just the *top billing* names; full list runs on for yards! Socko song hits, too—some of 'em getting a big play *already* on the air! Directed by George Marshall and packed to the brim with all the things they love.

...RIGHT THRU THE YEAR...

Paramount Pictures

AND NO END IN SIGHT . . .

"CHINA"

A title that's a B.O. natural. Plus a cast like this:

LORETTA YOUNG · ALAN LADD
WILLIAM BENDIX...and plenty more. Plus direction in the "Wake Island" manner by the man who made "Wake" —John Farrow. Plus big-scale production. "China" will be one of 1943's outstanding war dramas — and one of its outstanding grossers!

IN TECHNICOLOR!

"DIXIE"

BING CROSBY · DOROTHY LAMOUR · MARJORIE REYNOLDS
LYNNE OVERMAN and a sensational film newcomer, **BILLY DE WOLFE.** Direction by that maestro of musicals, Edward Sutherland. And what a title! — Picture that one on your marquee! It's all about the famous Virginia Minstrels — with a Hit Parade full of old and new songs!

IN TECHNICOLOR!

"HAPPY GO LUCKY"

DICK POWELL · MARY MARTIN
BETTY HUTTON · EDDIE BRACKEN · RUDY VALLEE
Five names to make any marquee glitter. Five smashing song hits. Technicolor. Directed by Curtis Bernhardt. Add 'em up and you'll know why preview audiences stamped their approval!

"LET'S FACE IT"

BOB HOPE · EDDIE BRACKEN
DONA DRAKE · GIL LAMB
CASS DALEY — just to mention a few of the headliners. Here's the musical that was Broadway's top smash hit, now on the screen with Hollywood's top comedy cast. Directed by Sidney Lanfield — and a cinch to be one of the year's top grossers!

"THE MIRACLE OF MORGAN'S CREEK"

Starring

BETTY HUTTON and EDDIE BRACKEN

This one will be an international sensation! Hollywood is already whispering about this Preston Sturges original story — directed with that same gleam in the eye that makes Sturges great!

"TRUE TO LIFE"

(Tentative Title)

MARY MARTIN · FRANCHOT TONE · DICK POWELL · VICTOR MOORE · MABEL PAIGE — and George Marshall directing! Here's another gay, lilting, musical triumph from the one company that knows how to make 'em!

"INCENDIARY BLONDE"

The fabulous story of Texas Guinan's "Hello, Sucker" years—with BETTY HUTTON as "Texas" and ALAN LADD in a role that was made for him! All the color of spark-easy days—plus the heart-warming, humorable song hits of the Roaring 20's that everyone knows and loves!

IN TECHNICOLOR!

"NO TIME FOR LOVE"

Mitch Leisen directed it in his best "Take a Letter" style . . . with a cast topped by

CLAUDETTE COLBERT
FRED MacMURRAY
PAUL McGRATH, ILKA CHASE, JUNE HAVOC and RICHARD HAYDN. The story's about a lady photographer and a sandhog. And the preview flash is: "Leisen's done it again!"

"RIDING HIGH"

Music and Technicolor!

DOROTHY LAMOUR and DICK POWELL!

Songs and Laughter! VICTOR MOORE and CASS DALEY—GIL LAMB! Rhythm and riot! MILT BRITTON and his famous Break-It-Up-Boys Band! Extended time and Holdovers!

"FIVE GRAVES TO CAIRO"

(Tentative Title)

The sensational writer-director team — Charles Brackett and Billy Wilder — which gave the screen "The Major and the Minor" are set for another big one! This time it's FRANCHOT TONE, ERIC VON STROHEIM, AKIM TAMIROFF — and a top-flight femme star to be announced. Inside tip: Von Stroheim plays the role of Rommel! The line forms right here . . .

RIGHT THROUGH THE YEAR . . .

Paramount Pictures

...With these and countless more in preparation...

IN TECHNICOLOR!

Cecil B. DeMille's "The STORY of Dr. WASSELL"

DeMille production and direction — Technicolor — a top DeMille cast, now being selected — and a story built around one of the most thrilling TRUE sagas of heroism to come out of the war to the Far East.

"SO PROUDLY WE HAIL"

CLAUDETTE COLBERT, PAULETTE GODDARD, VERONICA LAKE, WALTER ABEL, BARBARA BRITTON, GEORGE REEVES and newcomer SONNY TUFTS. Direction and production by MARK SANDRICH; drama based on the heroism of American nurses at Bataan.

"FRENCHMAN'S CREEK"

Another great screen story from the author of "REBECCA"; already a best-seller as a novel and an outstanding success as a magazine serial. JOAN FONTAINE is being discussed as the top feminine name to be given important production.

IN TECHNICOLOR!

"LADY IN THE DARK"

Moss Hart's big Broadway smash, screened with a cast headed by that "Major and Minor" team, GINGER ROGERS and RAY MILLAND. Plus WARNER BAXTER, MISCHA AUER, DON LOPER and more. All the hit tunes of the stage version. Mitchell Leisen directs and produces. This will be one of the big Technicolor musicals of the season.

...For production and release by THE PARAMOUNT COMPANY

Paramount Pictures

A Russian Soldier Is Guarding Your Door Tonight!

★

Help him by making a contribution immediately to the

MOTION PICTURE COMMITTEE

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Producers Releasing Corporation Limited
P.R.C.
H. J. ALLEN, President

Current Releases

SECRETS OF A CO-ED
Otto Kruger, Tina Thayer

A NIGHT FOR CRIME
Glenda Farrell, Lyle Talbot

TOMORROW WE LIVE
Jean Parker, Ricardo Cortez

BABY FACE MORGAN
Robert Armstrong, Richard Cromwell, Mary Carlisle, Chick Chandler

*

Please refer to the reviews of these pictures in your own favorite trade paper. Better yet, please screen the pictures.

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177 Victoria St., Toronto, 2, Ont.

What did You do?

BY CANADIAN SHOWMEN FOR CANADIAN SHOWMEN

THE days of the thumb-twiddling manager who hopes that the folks will beat a path to his boxoffice by instinct are over. Many a house drowning in a flood of red ink has been pulled out by a manager who suddenly woke up to the fact that you've got to tell 'em to sell 'em. You've got to bring 'em back alive and curious. You've got to bring in new converts to our form of entertainment. Regardless of the boom business, the percentage of people in relation to the general total is comparatively small from a patronage standpoint.

Especially in places affected by diminishing population is it necessary to popularize movies. You've got to get more patrons out of a smaller population. It's been done over and over again by wide-awake managers. What gets them? Ideas of every kind translated into action and described loosely in the trade as stunts. All the stunt men in the motion picture business aren't in Hollywood. Nosiree and not at all.

Those who have realized the need of publicized action have originated quite a number of tried and true stunts and are coming up with new ones every day. Try some of them yourself when your boxoffice temperature is down to zero.

For instance, Stewart Gillespie of the Elgin, Ottawa, a class house, is always busy figuring out ways and means of keeping the theatre's activities alive in the mind of the public. Recently the Elgin played "The Moon and Sixpence," a story of an artist. Ottawa is an art-conscious town, the national gallery being located there. Gillespie got young Oshawa artists to hang their works in his beautiful lobby and it made a nice art salon. Ottawans were pleased with the idea and young artists rushed for a chance to display their works. Of course, loaned painting will have to be watched in theatres that cater to a more rambunctious breed but it's all very worth while.

War pictures are easy to exploit and it's a form of service to arrange special showings for airmen, soldiers and sailors at hours which won't affect the ordinary patronage. The newspapers are always glad to report such kindness and often run photos of the boys marching to the theatre. The women's services also get their share of these events. The community appreciates it very much.

Making the theatre the centre of whatever the current war effort drive is also important. The town's outstanding citizens are pleased to be on hand and a manager who doesn't do all he can to assist is just not doing his best for the industry and the country. Fortunately, these are few. There are some who are satisfied to let the larger houses bear this burden. That is not fair to them or himself. Each theatre is surrounded by an ocean of people who are accustomed to visit his place and they should be invited to support in non-commercial ventures in their own areas.

Films that are made from children's classics are big attractions to teachers, who are only too glad to tell the children about them. So with films from famous books. Literary societies will tell their members if you tell them first. Every element of the patronage should be solicited, since films usually contain enough to cater to each.

All the places where people gather for one reason or another are good places for advertising—barber shops, beauty parlors, stores, etc. They'll usually give you space if you work them into it somehow. Window space is very important, yet many managers get it regularly.

Anniversaries of theatres, managers, towns, etc., are great material for building a campaign on. So are racial societies or those devoted to charity, singing and a million other things. Hollywood offers attractions for all of them—but all of them aren't told about it.

You'd be surprised how many merchants are willing to go for institutional advertising on a co-operative basis to boost a patriotic film. Yet many managers won't even ask them.

There are dozens of swell ideas—teasers, phone messages, essay contests, newspaper contests, and so on. All you have to do is watch what the next guy is doing. Then think of some variation. You all know the habits of your customers. They come to the theatre in a gay frame of mind and they're willing to go along with the stunt. Try them out.

More and more, the success of a theatre depends on the manager's ingenuity. So get busy and give the house—and yourself—a break. We've been reporting dozens of stunts every week. Look back in your file of the Canadian Film Weekly. Lack of knowledge of those things is no excuse. And don't wait until the roof is leaking to fix it. Get busy. Make that one of your New Year resolutions.

Boosts 'Serve' For Oscar

"In Which We Serve," Noel Coward's tribute to the British Navy, became the subject of another controversy when David O. Selznick protested the announcement of the Academy of Motion Picture Arts and Sciences that pictures up for the Oscar award must have a one-week Los Angeles run prior to December 31. Previously the Hays Office refused to allow release of "In Which We Serve" because of alleged offensive language.

Selznick suggested the British-made film should have a chance to compete with the American product if only as a friendly gesture to Great Britain. Acting as an owner-member of United Artists, which is handling the American release of Coward's film, he pointed out that the company might have found a deluxe house to show the picture if sufficient warning of the earlier deadline had been given by the Academy.

Selznick, in a wire to the Academy president, stated his objections were based on the late date at which the change in rules was made, giving the larger studios, which own both theatres and pictures, greater advantages. He charged that the Academy placed certain producers and artists at a disadvantage by moving up the deadline for eligibles. Advocating a change in the amended rules to their original form, he added, the Academy is "pleading guilty to grave injustices in former years."

Lester Cowan, Columbia producer and former executive secretary of the Academy, recently questioned the fairness of Academy rulings, claiming that pictures made on a lower budget should get consideration in the judging because of the added difficulties of production.

Happy New Year

Charles A. Bochner

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CANADIAN THEATRE CHAIR CO.
277 Victoria St., Toronto Ont.

Columbia Bunches Its Big Hits

Columbia, which has been feeding the exhibitors good solid playing, such as the "Blondie," "Boston Blackie," "Lone Wolf" and "Ellery Queen" series, has hopped into the box score with a succession of extra-base hits. The company's hitting average has always been high, especially in the short swats department, as the above list shows, and to it can be added its tasty minor musicals and the continually popular "Screen Snapshots" and "Community Sing."

But in the last few months the action has changed. Columbia has been pulling off dazzling plays and to-the-fence drives and the results on the scorecard are long lineups and big grosses. "Forty-Ninth Parallel" seems to have started the company off toward its climb in the boxoffice league. That picture took over theatres for several weeks everywhere it played. This was expected in Canada, since it has native background, but the results in the USA and South America were positively startling. Praise in many languages caused people to line up and pay to learn about Canada.

Then came "Talk of the Town" to hog the boxoffice for several weeks. In quick succession after that Columbia handed out extra-base hits, such as "No Greater Sin," "My Sister Eileen" and "You Were Never Lovelier." More remarkable is the fact that each of the company's big ones is a different type of offering than the others. This variety of appeal, with each being a success of its own, has attracted plenty of attention to the company. Change of pace is mighty important and difficult to obtain. Usually companies develop the knack of making one-type pictures well, such as a succession of whacky love stories or musicals.

Because of Columbia's sudden and marked upsurge in the "A" field, its newest offering is being awaited anxiously. In this case it's "The Commandos Strike at Dawn," a story of Canadian soldiers in action which stars Paul Muni and others. It has had a great advance buildup and if it lives up to any of the promises, will certainly top its own company's previous hits, as well as showing everybody that Columbia has hit its stride—and a fast stride it is.

Some of the films that will be offered soon by the company are Gregory Ratoff's "Something to Shout About," with Don Ameche, Janet Blair and Jack Oakie, "The Desperadoes," a Technicolor Western already much talked about, which stars and features such players as Randolph Scott, Glenn Ford, Claire Trevor, Evelyn Keyes and Edgar Buchanan; "City Without Women," with Linda Darnell, Edgar Buchanan, Michael Duane, Sara Allgood, Glenda Farrell and Doris Dudley, "A Night to Remember," with Loretta Young and Brian Aherne, and a new comedy directed by George Stevens which stars Jean Arthur, Joel McCrea and Charles Coburn. This last has studio executives turning handsprings and they're betting that it will be another "It Happened One Night," which grabbed off the Academy Awards the year it was judged.

By TAP KEYES

Hollywood hardships: A prop man for Republic's film, "Chatterbox" needed a hunk of beef for a barbecue scene but he compromised for meat loaf. He gave it to the commissary to cook. Later in the afternoon he came to get it, only to find it had been served on the lunch menu because of the meat shortage. So the scene was shot with toast. . . . The Canadian motion picture industry is playing a great part in the current Aid to Russia drive privately. You'll soon see a fine Russian short called "Children at War." It will be shown everywhere and the money paid for it by the theatre will be returned to the fund. . . . Vic Mature, now in the coast guard, is about to be divorced from Martha Kemp, his socialite wife. . . . It's said that John Farrow, director husband of Maureen O'Sullivan, who was invalided home from the Canadian Navy, had to get the help of Winston Churchill to get his brand new Austin out of Canada to Hollywood.

* * *

Judy Garland, who acts so appealingly and effortlessly, has plenty to overcome before she gets to the camera. She suffers from insomnia. . . . Norma Shearer and Joan Crawford, it is reported, are very cool to each other—and have been ever since they worked together in "The Women." The picture, you'll recall, was about that sort of thing. . . . Buck Jones' last picture is "Dawn of the Great Divide." Buck, who died in the Boston fire, was a real cowboy and didn't care much for the other kind. . . . Ann Rutherford, originally from Toronto, has been cast in "I Escaped from Hong Kong," which has much about Canada's defenders of that ill-fated citadel. . . . Katharine Cornell, who has refused to appear in movies, will make her debut in "Stage Door Canteen," of which the profits will go back to entertaining soldiers. Countless other stars, along with five famous orchestras, will also appear gratis.

* * *

In 1926 George Bancroft autographed a fan photo for a youngster with: "To Red." Red is Red Skelton, now a comedy star, and he cherishes the picture more than any other. . . . Lana Turner, whose red hair would spoil a blackout, will appear in Technicolor in "Best Foot Forward." . . . "Me and My Gal" is, in a way, a tribute to YMCA war workers overseas. In the last war six "Y" secretaries were killed in action, three died of wounds and 123 men and women workers were gassed or wounded. More than 300 of them were cited by various foreign governments for their heroism. . . . MGM dropped the Maisie pictures and the fans raised a rumpus. They're back on the schedule now and the next has Ann Sothern as "Swing Shift Maisie" . . . Allen Ladd, who dies regularly in films, will be killed again in "China" . . . Bob Hope's brother, Jack, his business manager and musical advisor, will make his screen debut in "Star Spangled Rhythm," which has more stars than have ever been seen in a single film before.

* * *

A new idea in theatre war effort may spread to Canada if it's successful in the USA, where it's being tried out first. Theatres in the Rochester area are collecting old musical instruments and athletic equipment for prisoners of war. . . . You've all seen Monty Woolley's beard, which flaunted in the breeze in "The Pied Piper" and "The Man Who Came to Dinner." Monty puts plenty of value on the frosty fringe. A studio asked him to play a part clean shaven and Monty asked $500 for every week it took to grow back—and $2,000 down for scraping it off! . . . K. T. Stevens, much-heralded Hollywood actress yet to be shown in movies, but who is appearing in a play, asked her father, Director Sam Wood, to direct her next play. . . . Another chip-and-block appearing together in their next film are Bryant Washburn, senior and junior, who are slated for "Private Miss Jones."

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Toronto

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to all Exhibitors and Our Friends

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